

## REVENUES FOR THE FIRST QUARTER OF 2013: **EUR 23.1 million**

First quarter (in EUR thousands)	2012	2013
<b>Revenues</b>	<b>25,316</b>	<b>23,082</b>

### About Audika:

With 460 centers in 91 different regions and a 14% market share, Audika is the number one network offering hearing correction consulting and solutions in France. The Group has been present in Italy since 2007 and now has a network of almost 60 centers. Positioned on the market for hearing correction solutions for senior citizens, Audika aims to consolidate its leadership in a sector that remains very highly fragmented. Audika is listed on Euronext Paris, Segment C.

Audika Group will publish its revenues for the first half of 2013 on July 15, 2013 after market close.

If you would like to receive free financial information on Audika by e-mail, go to:  
[www.actusnews.com](http://www.actusnews.com)

The economic and media backdrop remained sluggish at the beginning of the year (pressure on purchasing power, tax on pensions, etc.) which led to an extensive wait-and-see stance being adopted by customers on the hearing correction market.

Audika generated total first-quarter revenues of EUR 23.1 million, an 8.8% decline (-9.6% like for like).

This decline is solely due to the French market, which generated revenues of EUR 21.2 million, a drop of 9.5%, three points of which were due to the calendar effect (two fewer working days in the quarter than in 2012). Following a beginning of the quarter that was in line with the previous year, Audika Group suffered a sharp slowdown in March. This can be explained by extremely poor weather conditions during the first half of the month (snow), and the fact

that this year's advertising campaign was launched in mid-March, compared to early January for the 2012 campaign. As such, this year's campaign had virtually no impact in the first quarter.

In Italy, Audika generated revenues of EUR 1.9 million, stable compared to the first quarter of 2012. This confirms an improving trend, despite the sluggish backdrop in this market as well.

Audika remains cautious about the rest of the year but is aiming to gradually reap the rewards of its new marketing campaign in France, which has generated promising initial results, in order to make a rapid return to growth. In Italy, the gradual improvement in trends is expected to continue over the coming quarters. Against this backdrop, Audika is paying particular attention to all of its costs.